



WORLD OF TAKI GOLD

2020

make Your war Beautiful





OUR MISSION

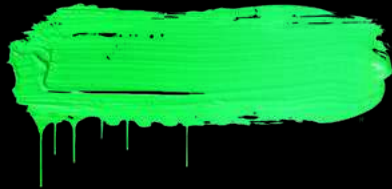
World of Taki Gold represents an artistic way of expressing the transformation of personal wars into something beautiful in three distinct ways - fashion, music and art. The fashion line, Girl God, was created to pay homage to strength and power in Women. His music creates a cadence that represents an interpretation of the war sounds in a different light. TAKI paints on canvas with a multidimensional approach that reflects the intensity of darkness and the richness of gold. His art honors Women who are devalued across the world.



OUR FOCUS

We believe in creating art that ignites Your personal strength enabling Your internal energy to overcome personal "wars". We want to create a brand movement that recognizes Women as Gods with equal energy.





BRAND VALUES

Beauty

Value Your own beauty as living art

Authenticity

Recognizing the reflection of beauty in others

Female Empowerment

Strengthening Women's connection to renew their power

Community Empowerment

Creating a tribal culture that honors their divinity

Revitalization

Sourcing reclaimed materials

OUR TARGET MARKET



Global



Genderless



Epic fashion - art collectors - contemporary music lovers





SEEDS

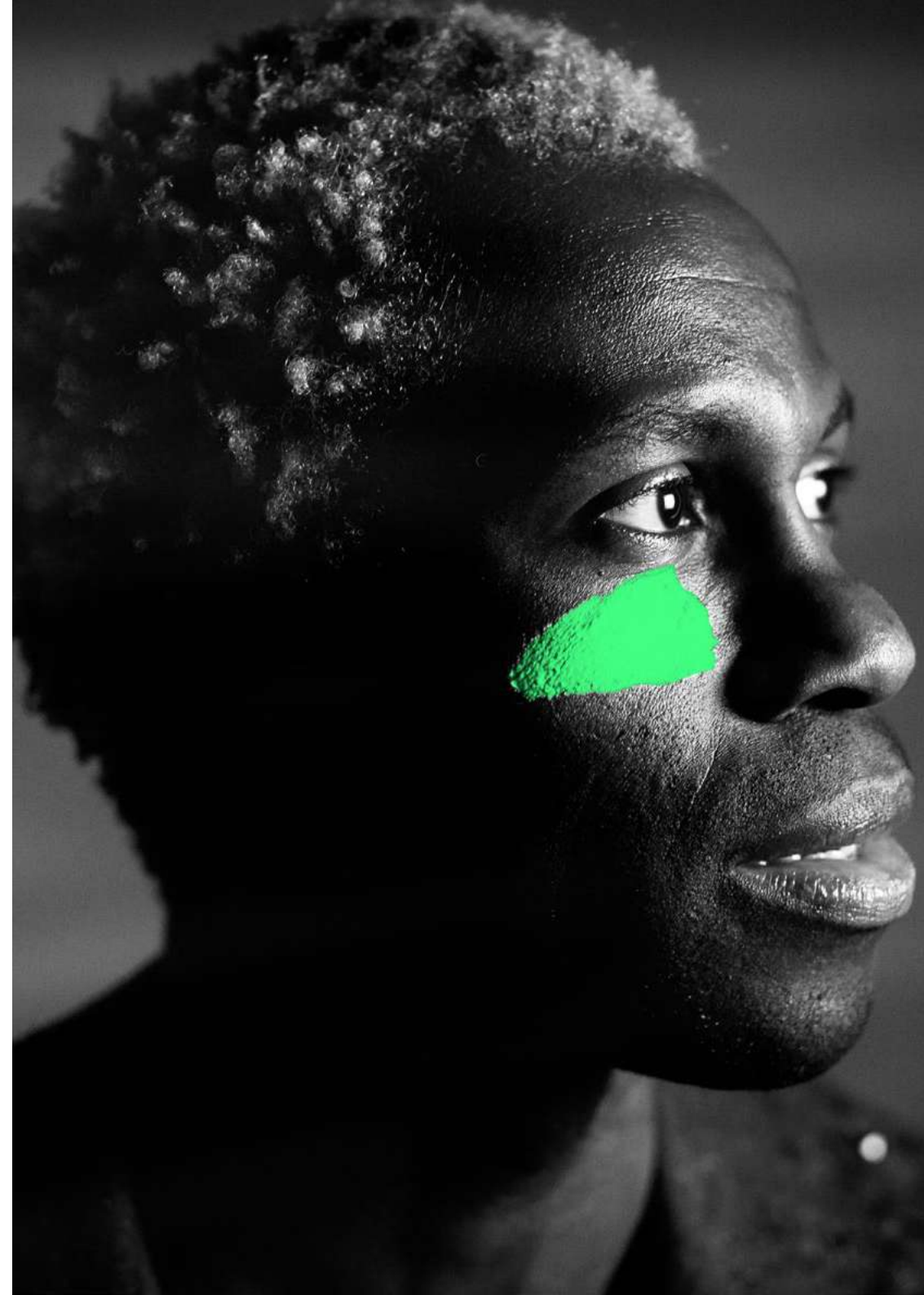
Our Vision is to rebuild a community by empowering Women to revive the land that was damaged by war.

10% of proceeds goes to the development of Women lead Crop Farms. The Farm will produce staple Liberian vegetation on 5 acres, (25) lots in Buchanan, Bassa County, Liberia.

OUR CAMPAIGN HASHTAGS:

You can use **#worldoftakigold** or **#makeYourwarBeautiful** for tweets and instagram posts etc throughout social media.

Encourage consumers to also share **#getcrownedgirlgod**



COMPANY LOGO

The logo represents the art in wiping away our tears. Growing up in the Liberian Civil War, TAKI was often comforted by the mother figures in his life and they would wipe the tears from his eyes across his cheek.

As he grew older and stronger TAKI realized the true strength in our emotions and tears.

So the logo represents the Power of Women, freedom, and vision.

The color of the swipe is the renewal of TAKI'S childhood and nature that the Liberian Civil War destroyed.

Primary

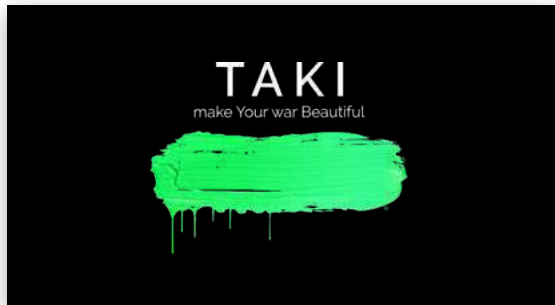


Secondary

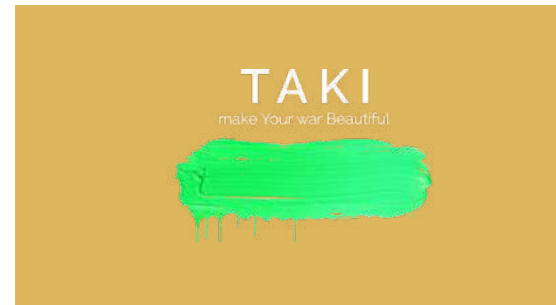
TAKI
make Your war Beautiful

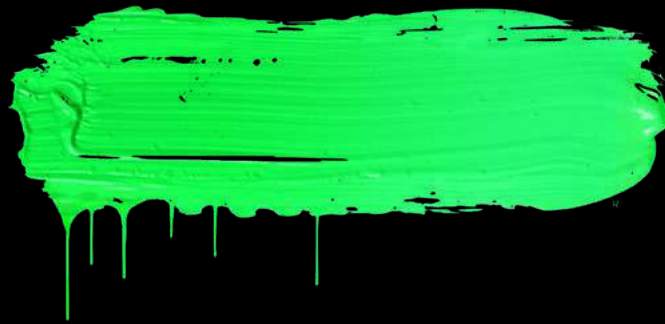


CORRECT



WRONG





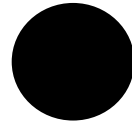
COLOR PALETTE

World of Taki Gold brand colors can be used in line with black and white. Here are the primary colors that should always be paired with either black or white.

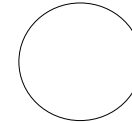
PRIMARY COLORS



Neon Green:
R65, G255, B131
C58, M0, Y72, K0
#41ff83



Black:
R0 G0, B0
C91, M79, Y62, K97
#000000



White:
R255, G255, B255
C0, M0, Y0, K0
#ffffff



Gold:
R222, G182, B93
C14, M28, Y71, K3
#deb65d



Blood Red:
R180, G11, B32
C20, M100, Y89, K12
#b40b20

COMPANY COLORS

World of Taki Gold brand colors are based on the following descriptions and should be considered when creating any design work.

Neon green should only ever be placed on the black or white and never on the gold or red.

Gold and red can be paired together or on either black or white.

Green

growth, healing, balance, renewal, organic, restorative

Black

powerful, safe, in control, beauty

White

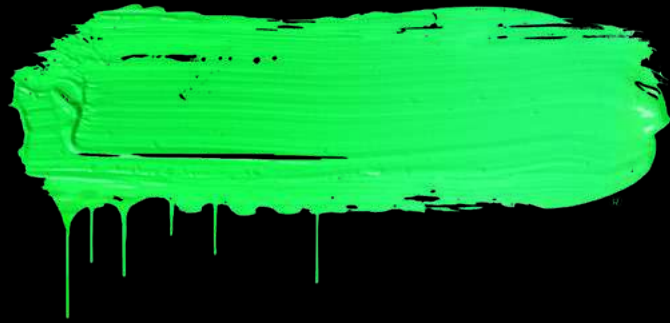
incorporated in products to represent purity

Gold

reminder that Your frame never loses value or courage

Red

foundation of strength, power and survival. blood represents the depth of Your connection to Your God



BRAND FONTS

World of Taki Gold brand fonts are to be used as set out in the following pages. Please only use these fonts in the following ways when creating any document for the company.



Raleway

Thin, *italic*, Extra light, *italic*, Light, *italic*,
Regular, *italic*, Medium, *italic*, **SemBold**,
italic, **Bold**, ***italic***, **Extra Bold**, ***italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUMMER LOVING

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUMMER LOVING

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRAND FONTS

There are three main fonts which all have their own specific use and should not be changed for any other font when representing the World of Taki Gold. Please reference this document for how to use each font.

Raleway

This font is used for paragraphs, titles and subtitles.

Paragraphs in regular with 0 kerning.

The first sentence on a page should start with a **Semibold capital**. **E**xample

Titles and subtitles in either lowercase or **UPPERCASE** with 100 kerning. A variety of weights can be used but always try to use regular along with **SemiBold**.

Summer Loving

This font is used to highlight certain words or short sentences. It is good to use for special offers, hastags and numbers or names.

SUMMER LOVING SANS

This font is to only be used when either Raleway bold or Summer Loving do not work and you need a title or specific word to stand out. For example with a title or a special offer.



Girl God's mission is to transform pain and change the negative energy of personal "wars" into something beautiful through high end fashion, art and music



Girl God is born out of TAKI's witness to atrocities committed against Women during Liberia's Civil War.

Girl God jackets are "crowns", designed to honor regardless of the wars waged against every Woman across the world. The Girl God product line creates one of a kind hand designed jackets using reclaimed military uniforms as its canvas. These jackets connect our customers to this movement.

TRANSFORMATION OF EVERY INDIVIDUAL:

The X represents a butterfly and the transformation of hope. In our weakest moment we rise up and become our own superhero.



PAINT DOTS:

Bullet Wounds - Wearing our earthly wounds as vibrant superpowers, not as tragedies, we shine light on endless possibilities in our lives.

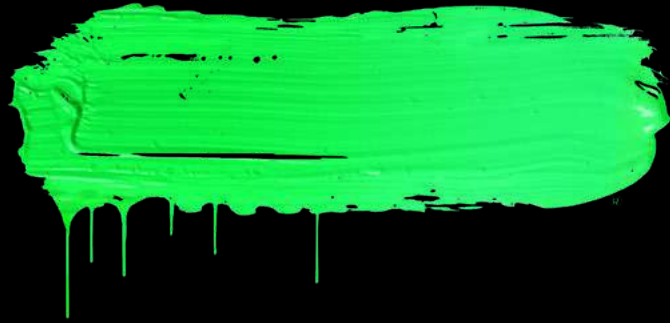
JAGGED EDGES:

War-sculpted souls - the grittiness of any war - those fought over diamonds, wars in the home over family, internal wars with one's self - carves a unique story and purpose for every soul.



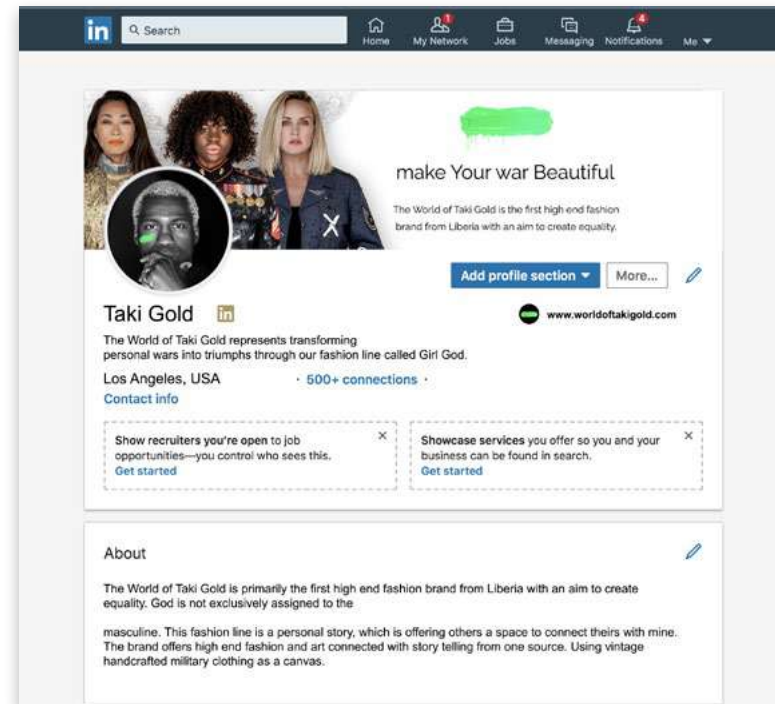
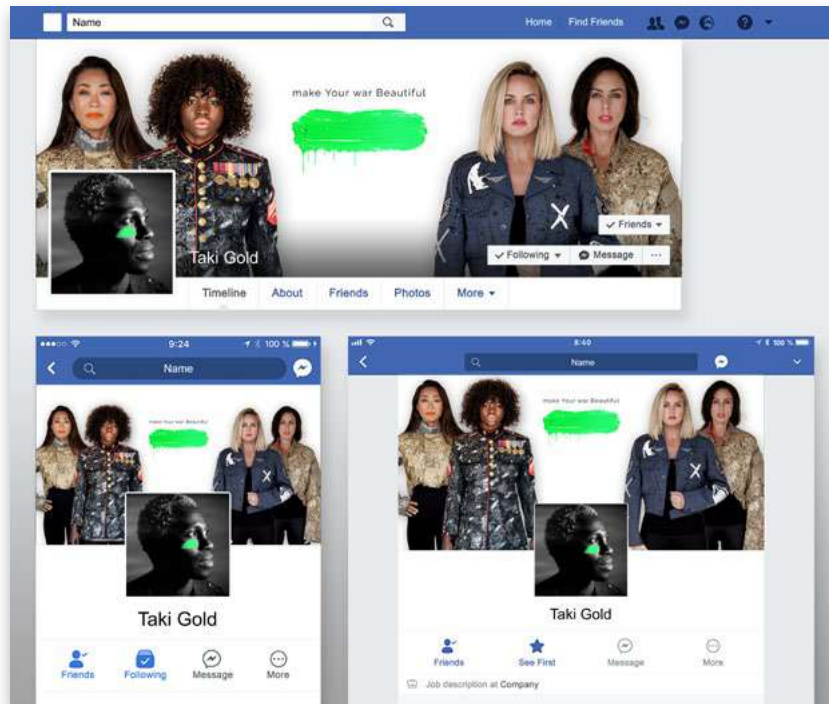
• All these elements are seen throughout the clothing range.



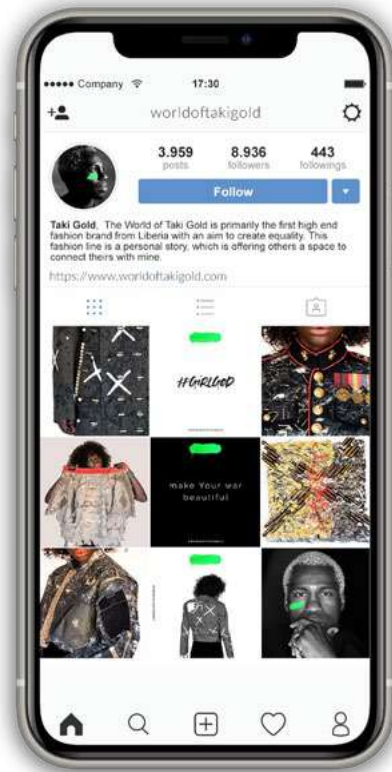


SOCIAL MEDIA & PRINT

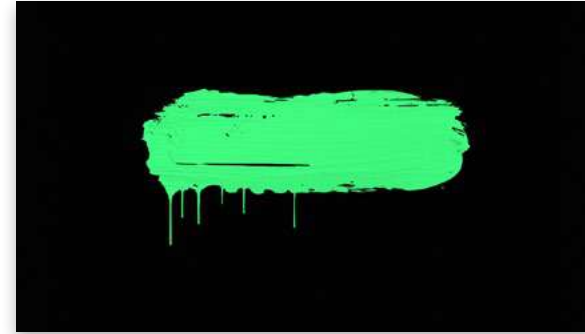
Here are some examples of the brand in action across
social media and print



- All content has to fit within all the different social media platforms but remain within brand as seen here.



- All content has to fit within all the different social media platforms but remain within brand as seen here.



- When printing a spot color is needed for the neon green Pantone 802 is the closest. Exact color code #41ff83



BRAND DESIGN BY
JOHNCARDEN.GRAPHICS

2020